



THE MAXIMIZATION SCALE



THE STATEMENTS BELOW distinguish maximizers from satisficers. Subjects rate themselves from 1 to 7, from "completely disagree" to "completely agree", on each statement. We generally consider people whose average rating is higher than 4 to be maximizers. When we looked at averages from thousands of subjects, we found that about a third scored higher than 4.75 and a third lower than 3.25. Roughly 10 percent of subjects were extreme maximizers (averaging greater than 5.5), and 10 percent were extreme satisficers (averaging lower than 2.5.) —B.S.

Completely disagree 1 2 3 4 5 6 7 Completely agree

1.	Whenever I'm faced with a choice, I try to imagine what all the other possibilities are, even ones that aren't present at the moment.	
2.	No matter how satisfied I am with my job, it's only right for me to be on the lookout for better opportunities.	
3.	When I am in the car listening to the radio, I often check other stations to see if something better is playing, even if I am relatively satisfied with what I am listening to.	
4.	When I watch TV, I channel surf, often scanning through the available options even while attempting to watch one program.	
5.	I treat relationships like clothing: I expect to try a lot on before finding the perfect fit.	
6.	I often find it difficult to shop for a gift for a friend.	
7.	Renting videos is really difficult. I'm always struggling to pick the best one.	
8.	When shopping, I have a hard time finding clothing that I really love	
9.	I'm a big fan of lists that attempt to rank things (the best movies, the best singers, the best athletes, the best novels, etc.).	
10.	I find that writing is very difficult, even if it's just writing a letter to a friend, because it's so hard to word things just right. I often do several drafts of even simple things.	
11.	No matter what I do, I have the highest standards for myself.	
12.	I never settle for second best.	
13.	I often fantasize about living in ways that are quite different from my actual life.	

Adapted with permission from the article *The Tyranny of Choice*, by Barry Schwartz



Pierrette Desrosiers
PSYCOACHING

Pierrette Desrosiers, M.Ps.

Psychologue du travail – Conférencière – Coach d'affaires